COURSE SYLLABUS

Understanding Digital Business, 7.5 credits

Understanding Digital Business, 7,5 högskolepoäng

Course Code:	JUDR26	**Education Cycle:**	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Apr 28, 2016	**Disciplinary domain:**	Social sciences (75%) and natural sciences (25%)
Valid From:	Aug 22, 2016	**Subject group:**	FE1
Version:	1	**Specialised in:**	A1N
Reg number:	IHH 2016/2230-313	**Main field of study:**	Business Administration

Intended Learning Outcomes (ILO)

This course aims to provide an introduction and overview of the business challenges caused by digitalization.

On completion of the course the students will be able to:

Knowledge and understanding

1. Describe and discuss the main contemporary business challenges and opportunities caused by digitalization,
2. Describe and explain the specific issues of digitalization and business transformation.

Skills and abilities

3. Analyse and explain various digital challenges and opportunities, and their practical impact for organizations.
4. Reason critically and independently around how digitalization may affect strategic choices in areas such as business models, organization and marketing.
5. Demonstrate in speech and writing, how knowledge-based insights around digitalization, business innovation and renewal can be applied within organizations.

Judgement and approach

6. Analyze contemporary issues in digital businesses from theoretical, practical and ethical perspectives.

Contents

In the face of societal digitalization, firms face new types of pressures impacting their strategies, business models, organization and marketing. Based on interaction with practitioners representing different business areas, cases, and in-class discussions, the course will expand students' knowledge about current digital business challenges. It will further stimulate critical and creative thinking about how to identify opportunities and how these can be leveraged in new and existing firms for entrepreneurship and business renewal.

Type of instruction

- Class lectures provide a theoretical and practical framework for presenting and discussing the various strategic and contemporary issues;
- Seminars provide a combination of cases and practical assignments used to integrate beliefs, develop ideas, and reflect on the issues identified and discussed;
- Reading assignments are used to immerse students in the literature and introduce the most recent research in the specific areas; and
- Project work is used to get students out of the classroom and to investigate the various issues in a real world setting.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration (i.e the equivalent of 180 credits at an accredited university).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

ILO 1, 2, 3: written exam
ILO 1, 4, 5, 6: group assignment
ILO 1, 2, 3, 4, 6: individual work

Registration of examination:

Name of the Test	Value	Grading
Examination[I]	7.5 credits	A/B/C/D/E/FX/F

[I] Determines the final grade of the course, which is issued only when all course units have been passed.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity
JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination. Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not

copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

A reading list associated with the specific issues will be available at the start of the course. Readings will be based on major academic journals such as Harvard Business Review, Journal of Retailing and Journal of Interactive Marketing, (around 400 pages) and cases from popular magazines in the area of digital business such as Fast Company and Wired.